

# What the Public Ledger Has Done for Philadelphia

The Public Ledger has reared itself as a monument to Philadelphia. Its history is one of accomplishment. It has made good—and made good for Philadelphia.

**Q** The PUBLIC LEDGER is the first newspaper in PHILADELPHIA to establish its own foreign news service—gleaning the events as they occur all over the world by crack-jack journalists of international reputation. Supplementing stars of the first magnitude in the newspaper field are men of the high order of Colonel House—there is none higher. These able men are active in London, Paris, Berlin, etc.

The PUBLIC LEDGER is the first newspaper in PHILADELPHIA to found a Far-Eastern News Service. Headquarters are in Tokio; feeding news centers are active in Peking, Hong Kong, Shanghai and Manila. First-hand, authentic news cables are received right here in PHILADELPHIA as fast as the news can burn across the wires.

**Q** First—A strong word that “First,” and very powerfully true of the PUBLIC LEDGER in its relation to its home city. The PUBLIC LEDGER has given PHILADELPHIA enjoyable prestige as a very live, progressive news center—it has its own leased wires, and newspapers all over the United States look to the PUBLIC LEDGER (of PHILADELPHIA) for daily news service.

**Q** When the idea of putting PHILADELPHIA to the fore as a news center reached the ears of New York, they took it too lightly—dismissing the very thought with the bland statement that it couldn't be done. It HAS been done! The PUBLIC LEDGER successfully did it! And the PUBLIC LEDGER is not published in New York!!

**Q** Consider but a few of the world - foremost names that are exclusive PUBLIC LEDGER writers:

**Viviani**, ex-Premier of France, was offered all sorts of great inducements by other newspapers to join their standard. He tied up with the PUBLIC LEDGER on his own initiative, sheerly because all France hailed the PUBLIC LEDGER as the leading American newspaper.

**Count Okuma**, the revered master statesman of Japan, is on the PUBLIC LEDGER staff—the thought of Japan wants its best outlet through the best means obtainable — the PUBLIC LEDGER is so considered.

**Wu Ting Fang**, perhaps China's greatest mind, gives the highest recognition to the worth of the PUBLIC LEDGER by joining its other stars.

**Q** That letter from Buenos Aires we published recently was clear as to the leadership of the PUBLIC LEDGER — and there are so many other similar letters from every corner of the globe.

**Q** There's more to the published words of these great men in the PUBLIC LEDGER than the keen wizardry of super-brains—here in concise views are masterly interpretations of national movements as they affect and relate to our United States and the other Powers.

**Q** The Business Section has met with unusual success—perhaps because it is unusual—never before done by an American newspaper!—Business specialists like Richard Spillane, B. C. Forbes, Evans of Chicago, and Monitor of New York are authorities who regularly analyze national conditions in the comprehensive eight-page Business Section every day. The PUBLIC LEDGER more than leads as the business man's newspaper.

*Look back to 1913, a short span of eight years—the Public Ledger printed but 60,000 papers and sold about 45,000 of them at one cent a copy. Today, 250,000 Public Ledgers are sold every day for two cents a copy. The advertising patronage has doubled and doubled again!*

*And all this has been done in Philadelphia—“It can't be done—in Philadelphia?” The Public Ledger has gone right ahead and done it.*

*It has been said that the Public Ledger is too good for Philadelphia—Philadelphians would not support it. Yet, Philadelphians have supported it, are right with the Public Ledger—for Philadelphia does appreciate enterprise.*

**PUBLIC**  **LEDGER**

MORNING

EVENING

SUNDAY